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CONTACT: Mark D. Weinstein
Executive Director of Public Relations
[937-766-8800](tel:937-766-8800) (o)
[937-532-6885](tel:937-532-6885) (m)
Mweinstein@cedarville.edu
@cedarvillenews

Research, Strategy Drives Cedarville to New Website

CEDARVILLE, OHIO – For nearly the past 18 months, Cedarville University's web team has been conducting research and creating a strategy for a new website for the university. On Thursday, June 22, at 9:30 a.m. the website went live, and many believe the impact will be noticeable to the people who visit the site (cedarville.edu).

The NEW Cedarville University Website

This extensive research, planning, content creation, programming, and production has resulted in a site that has been completely reimagined from design to navigation and (although largely invisible) is now housed within an upgraded Sitecore content management system. Nearly 200 new pages of marketing-driven content—including a page for every major, minor, and special program—were created.

The goal of the new site development has been to provide an easy to navigate, engaging, shopping-like experience for students, parents, and other constituents who are visiting our virtual front door, and want to learn more about Cedarville University.

"Mark Mazelin (director of web services) is to be commended for his excellent, tenacious leadership of this entire process," said Dr. Janice Supplee, vice president of marketing and communications. "His team of Josh Erlandson and Bill Rubosky worked tirelessly, along with student workers Michael Hayes and Emmett Budd, to bring this web redesign to fruition."

Supplee also cited Michele Solomon, copy editor, for her work of engaging with academic leaders and many others across campus to craft all of the new content, and Chad Jackson, creative director, and his team for providing the hundreds of images and videos seen throughout the site.